



Growth Catalyst Sessions

3-4 Weeks

A comprehensive assessment and optimization of current customer engagement practices, delivering immediate improvements and strategic recommendations. Combines analysis of existing customer relationships with expert facilitation to optimize customer engagement for revenue growth and retention.

Scan or click the code to schedule a meeting with us!

Qualifying Criteria

- ▶ Retention is critical to business success
- ▶ Engagement practices are ad-hoc or inconsistent
- ▶ Leadership committed to implementing improvements
- ▶ 3-5 customers willing to provide candid feedback
- ▶ \$10M-\$100M revenue with significant customer dependencies

Decision-Maker Profile

- ▶ Chief Customer Officer, VP of Sales, or CEO
- ▶ Experience customer retention challenges or competitive pressures
- ▶ Values systematic approach to customer relationship optimization
- ▶ Needs actionable recommendations with clear implementation path

Best For

- ▶ Chief Customer Officer, VP of Sales, or CEO
- ▶ Facing retention challenges or competitive pressures
- ▶ Seeking systematic, external perspective on relationships
- ▶ Needing actionable recommendations with a clear path

Expected Outcomes

- + **Immediate Risk Visibility**
Understand retention risks + revenue vulnerabilities
- + **Customer Journey Optimization**
Enhanced engagement touchpoints
- + **Team Alignment**
Unified leadership + customer-facing teams
- + **Quick Win Implementation**
5-8 improvements in 90 days
- + **Revenue Protection**
Strategies to protect + grow key accounts

Components

Week 1-2

Current State Assessment

- ▶ Relationship mapping + engagement review
- ▶ Satisfaction and loyalty data analysis
- ▶ Revenue risk + account vulnerability review
- ▶ Feedback system evaluation and gap analysis

Week 3

Strategic Customer Roundtable

- ▶ One facilitated session with 3-5 customers + leadership
- ▶ Candid customer feedback on relationship experience
- ▶ Competitive vulnerability assessment
- ▶ Insights on evolving needs + future requirements

Week 4

Strategy Development and Implementation

- ▶ Engagement strategy optimization with specific improvements
- ▶ Quick-win identification + 30-60-90 day plan
- ▶ Customer journey enhancement recommendations
- ▶ Executive workshop + team alignment session